

ABSTRACT OF THE INVENTION

A system, method, and article of manufacture are provided for creating a weighted propensity to have a characteristic such as purchase intent utilizing survey research data combined with either external or internal list information. A model is created. A score is then calculated for a plurality of individuals based on the survey information and the model. Such score indicates a propensity to have a particular attitude, behavior or demographic. Further, the model sets forth a plurality of characteristics and a weight of each of the characteristics for calculating the score.